

New Order

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Flight Start:	08/08/2012
Office:	Alexandria	Order Type:	Normal	Flight End:	08/14/2012
Client:	12 - CrossroadsGPS	Cancel Date:		Hiatus:	

Product:	11 - Crossroads GPS	Billing Cycle:	Monthly
Piggyback Product:		Billing Calendar:	Broadcast
Estimate:	882 - GPS VA TV 8.8.14.12	Received in ePort:	8/6/2012 11:58:39 AM
Primary Demo:	A35+	Local/National:	Local
Demo 2:		Rep Office:	WJLA-TV
Demo 3:		AE:	Barbara Monares
		Airtime Dollars:	\$169,800.00
		Interactive Dollars:	\$0.00
		Non-Airtime Dollars:	\$0.00
		Total Dollars:	\$169,800.00
		Total Spots:	109

GRP:	204.20	Phone:	
CPP:	\$831.54	OrderID:	2238792
GIMP:	0	Status:	New
CPM:	\$0.00	MarketShare:	

Daily Airtime Lines

														Total			
Line	Daypart		DPT										A35+				
No	(Program)	Code	Rate	C/T	Len	8/8	8/9	8/10	8/11	8/12	8/13	8/14	Spots	Rtg	CPP	Imp	CPM
22	WThFMTu 11:35P-12:05A NIGHTLINE	LF	\$1,200.00	C	30	1	1	1	0	0	1	1	5	1.40	\$857.14	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
21	WThFMTu 11P-11:35P ABC7 NWS AT 11<	LN	\$2,600.00	C	30	1	1	1	0	0	1	1	5	2.60	\$1,000.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
20	Sa 7:30P-8P JEOPARDY-WKND	PA	\$1,500.00	C	30	0	0	0	1	0	0	0	1	2.10	\$714.29	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
19	Sa 7P-7:30P wheel wknd	PA	\$1,500.00	C	30	0	0	0	1	0	0	0	1	2.30	\$652.17	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
18	WThFMTu 7:30P-8P JEOPARDY	PA	\$4,500.00	C	30	1	1	1	0	0	1	1	5	4.50	\$1,000.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
17	WThFMTu 7P-7:30P WHEEL-FORTNE	PA	\$3,500.00	C	30	1	1	1	0	0	1	1	5	3.50	\$1,000.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	

New Order (Page 5)

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Order ID:	2238792
Client:	12 - CrossroadsGPS	Product:	11 - Crossroads GPS	Estimate:	882 - GPS VA TV 8.8.14.12
Flight Start:	08/08/2012	Flight End:	08/14/2012	Received in ePort:	8/6/2012 11:58:39 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/8 8/9 8/10 8/11 8/12 8/13 8/14														Total		
																				Spots	Rtg	CPP
16	Su 6:30P-7P ABC7 NW AT 630	EN	\$750.00	C	30	0	0	0	0	1	0	0	0	0	0	0	1	2.00	\$375.00	0	\$0.00	
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
15	WThFMTu 6:57P-7P ABC-WORLD NWS	EN	\$5,000.00	C	30	1	1	1	0	0	1	1	1	1	1	1	3.90	\$1,282.05	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
14	WThFMTu 6:27P-6:30P ABC7 NWS AT 6	EN	\$3,500.00	C	30	1	1	1	0	0	1	1	1	1	1	1	2.70	\$1,296.30	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
13	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	1	1	1	0	0	1	1	1	1	1	1	2.70	\$592.59	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
12	WThFMTu 5P-6P ABC7 NWS AT 5	EN	\$1,200.00	C	30	1	1	1	0	0	1	1	1	1	1	1	1.90	\$631.58	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
11	WThFMTu 4P-5P ANDERSON<	EF	\$1,000.00	C	30	1	1	1	0	0	1	1	1	1	1	1	1.10	\$909.09	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
10	WThFMTu 12:30P-1P MILLIONAIRE	DT	\$750.00	C	30	1	1	1	0	0	1	1	1	1	1	1	1.20	\$625.00	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
9	WThFMTu 12P-12:30P ABC7 NWS AT 12	DT	\$1,000.00	C	30	1	1	1	0	0	1	1	1	1	1	1	1.80	\$555.56	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
8	WThFMTu 11A-12P VIEW-ABC	DT	\$1,100.00	C	30	1	1	1	0	0	1	1	1	1	1	1	1.60	\$687.50	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
7	WThFMTu 10A-11A RACHAEL RAY	DT	\$650.00	C	30	1	1	1	0	0	1	1	1	1	1	1	0.90	\$722.22	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
6	WThFMTu 9A-10A REGIS&KELLY	DT	\$650.00	C	30	2	2	2	0	0	2	2	2	2	2	2	1.60	\$406.25	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						
5	Su 8A-9A GD MRN-SUN-ABC	RT	\$550.00	C	30	0	0	0	0	1	0	0	0	0	0	0	0.80	\$687.50	0	\$0.00		
LPFeb/2012LP adj. LPJul/2011OVP (pav)																						

New Order (Page 6)

Agency: Crossroads Media LLC	Station: WJLA-TV	Order ID: 2238792
Client: 12 - CrossroadsGPS	Product: 11 - Crossroads GPS	Estimate: 882 - GPS VA TV 8.8-8.14.12
Flight Start: 08/08/2012	Flight End: 08/14/2012	Received in ePort: 8/6/2012 11:58:39 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/8	8/9	8/10	8/11	8/12	8/13	8/14	Total Spots	Rtg	CPP	Imp	CPM
4	WThFMTu 4:30A-5A GOOD-WASH 430A<	RT	\$200.00	C	30	1	1	1	0	0	1	1	5	0.50	\$400.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
3	WThFMTu 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	2	2	2	0	0	2	2	10	1.60	\$750.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
2	WThFMTu 6A-7A GOOD-WASH 600A	EM	\$600.00	C	30	2	2	2	0	0	2	2	10	1.00	\$600.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
1	WThFMTu 5A-6A GOOD-WSH 5.00A	RT	\$400.00	C	30	1	1	1	0	0	1	1	5	0.70	\$571.43	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
Total Spots:						21	21	21	2	2	21	21	109				
Total GRP:						39.4	39.4	39.4	4.4	2.8	39.4	39.4					204.2
Cash\$ - Spots:						\$169,800.00 - 109						Total Cost:		Total CPP/CMP:			
						Trade\$ - Spots: \$0.00 - 0						\$169,800.00		\$831.54			